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MODERN ART IN STORE FRONTS

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MODERN ART IN STORE FRONTS

Folio "A"... Price $5.00

THE New Modern Art, so called, is an American adaptation and modification of the European Modernistic or Contemporary design in business building construction.

The New Mode as exemplified by the enclosed plates is discarding the old order in architecture.

The Vogue is so original and pleasing and has so much appeal that older designs are outdated.

Through the graceful flow of building lines in walls and ceilings, and by the use of new materials, lights, colors and the combinations of glasses, metals and marble effects, results obtained are both novel and daring, but need not necessarily be costly.

Stores of Modernistic Design attract business. It is safe to say that within the past six months in Los Angeles alone, millions of dollars have been and are being expended in the construction of stores, restaurants, banks, garages, office and business buildings, with few exceptions all patterned in the NEW AMERICAN MODERN STYLE.

Store designing has become an ART!

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Pacific Southwest Bank Building

Sixth and Spring Streets - - - Los Angeles, Califorina

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No 9 '20

MODERN ART IN STORE FRONTS

Facade, stucco imitating grey granite; entrance pilasters, same material darker shade. All facades ornamental iron work silvered; base grey polished granite. Neon lighting effect in colors; note awnings.
Morgan, Walls & Clements, Designers and Architects.

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MODERN ART IN STORE FRONTS

Cement stucco building: black and white tile under windows—crest of stucco lined with blue and red Neon lighting tubes. Geo. Meyers, Architect.

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MODERN ART IN STORE FRONTS

Facade and pilasters polished black Belgian marble; white marble jointing, friezes silvered iron work; windows set with bronze muntins; base veined polished marble. Name in red Neon lights. Myron Hunt, Architect.

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Pacific Southwest Bk. Bldg., 6th & Spring Sts.
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Black Terra Cotta Front. Gray and black marble sidewalk. Oak trim weathered around door and windows. Jock D. Peters, Designer and Fell & Paradise, Architects.

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MODERN ART IN STORE FRONTS

Folio A. *Pl. 5*

Cement building covered with stucco. Black marble to windows. ¾ inch metal letters in iron frame. Jock Peters, Designer, and Feil & Paradise, Architects.

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MODERN ART IN STORE FRONTS

Folio A. *Pl. 6*

Cement building with pressed design. Canopy irridescent glass and silver metal. Silvered metal letters. Red sidewalk. Red marble to windows. McKeefrey Bros., Designers and Architects.

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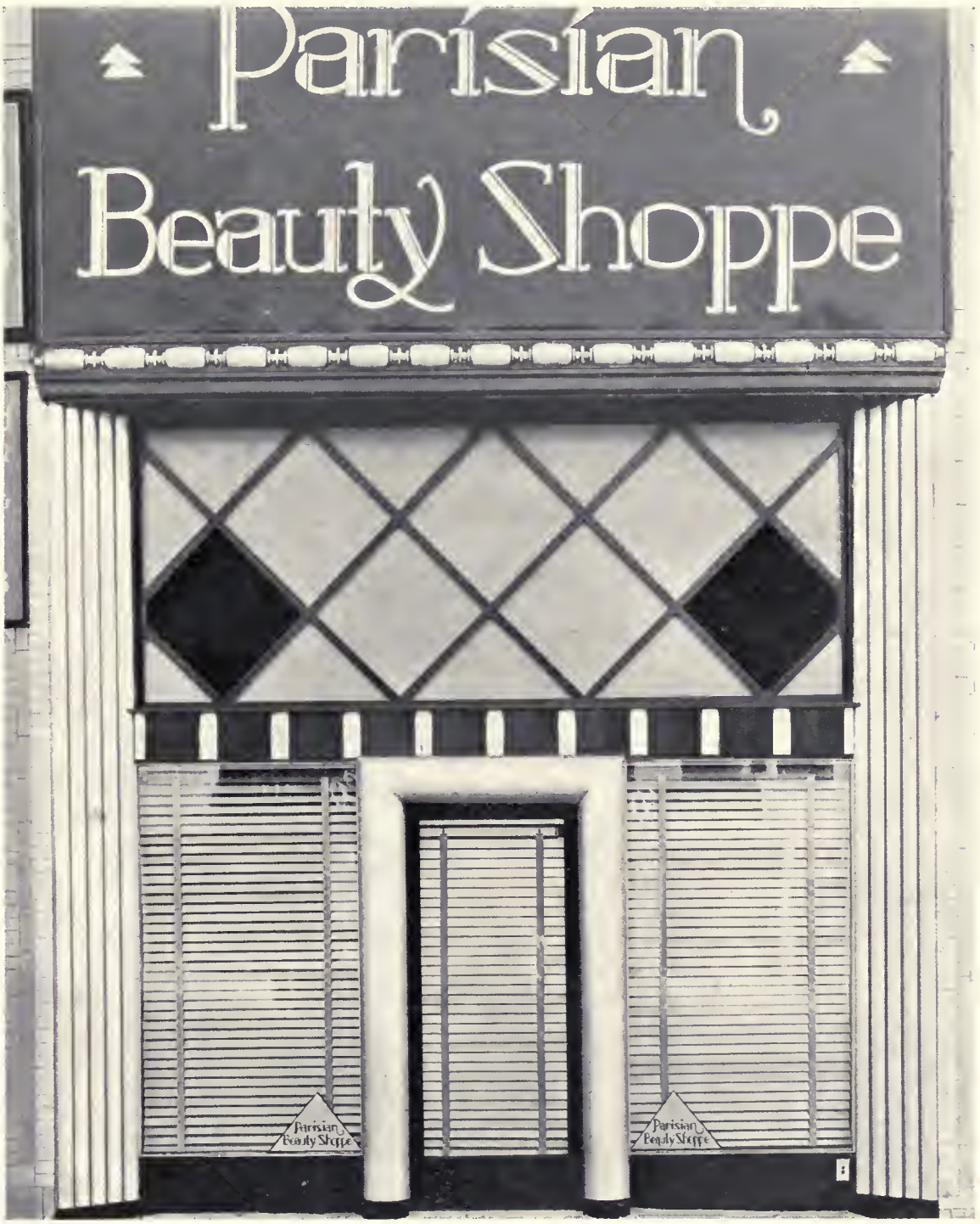
MODERN ART IN STORE FRONTS

Folio A. *Pl. 7*



Red wood moulding aluminum painted. Door-frame made of sheet metal over redwood base and painted aluminum. Sani-onyx glass in transom. Decorating, silver burnished lacquer. Edmund Randall, Jr., Designer and Architect.

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MODERN ART IN STORE FRONTS

Stucco covered cement building. Design over windows cut from redwood, painted black and aluminum. Red brick around upper windows. Neon lighting.
Harry E. Werner, Architect.

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White cement building with black Terra Cotta under windows. Blue design tile in panels over and under second story windows. Black and blue tile over big windows and door. Bert Dale, Architect and Designer.

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MODERN ART IN STORE FRONTS

Stucco covered concrete building, with design in natural cement. Veined black marble base. Neon lights. E. Metcalfe, Architect.

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Facade in black polished Belgian marble; white marble checkered frieze; bronze muttins. Neon and flood lighting in colors. Vernon Fixture & Cabinet Co., Designers and Architects.

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MODERN ART IN STORE FRONTS

Marble front; aluminum frieze. Red marble base at sidewalk. Standard Cabinet Co., Designers and Architects.

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MODERN ART IN STORE FRONTS

Folio A. *Pl. 13*

Concrete brick building, stucco covered and painted tan color. Tan marble at doorways. Tile under windows, blue, white and green. Design at roof chocolate colored, of pressed plaster. Bert Dale, Architect.

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MODERN ART IN STORE FRONTS

White plastered cement building. Various colored tile design; tans and yellows predominate. Calco Tile Co., Designers and Architects.

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MODERN ART IN STORE FRONTS

White plaster cement building. Dark blue tile under windows, set in yellow mortar. Silvered metal signs. Orange colored awnings. Marshall P. Wilkinson, Designer and Architect.

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Hollow natural cement blocks, with aluminum grill over windows. Black Terra Cotta under windows. Vincent Palmer, Architect.

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Cement building. Onyx under windows. Silver over windows. Metal signs. Black and silver interior of windows. Werner Whitaup, Designer, and Marshall P. Wilkinson, Architect.

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MODERN ART IN STORE FRONTS

Folio A. Pl. 18

Dark green building with tan design. Stucco. Bronze finish canopy in detail.
Geo. D. Riddle, Designer and Architect.

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MODERN ART IN STORE FRONTS

Cement moulded columns. Silvered metal trim. Verde antique base.
W. Aza Hudson, Architect.

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MODERN ART IN STORE FRONTS

White painted cement building with design over doors cast in natural colored cement. Alfred F. Priest, Architect.

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MODERN ART IN STORE FRONTS

Folio A. *Pl. 21*

White plastered cement building. Cement design across top of building. Orange and black tile to windows. Wrought iron grill over doorway. R. M. Finlayson, Architect.

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Modern Art in Store Fronts

Gray plaster, finished as granite with light gray panels. Metal design in colors over door.
Morgan, Walls and Clements, Designers and Builders.

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MODERN ART IN STORE FRONTS

Folio A. *Pl. 23*

Inlaid marble front. Silvered metal canopy and design over door and window. Black Belgian marble base and sides to bottom of window. Silver doors with etched glass in doors. John C. Austin and Frederick M. Ashley, Architects.

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MODERN ART IN STORE FRONTS

Cement building with lined effect in stucco, salmon colored natural cement design. Tile under doorways. Schilling and Schilling, Architects.

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Concrete building. Salmon colored stucco. Columns stippled in black. Metal over windows. Concrete design over door and along roof. Schilling and Schilling, Designers and Architects.

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Brick building painted light Nile Green, with cement pressed design near roof. Dark green awnings. Red marble to windows. Brass finished metal around sides and top of windows. L. G. Scherer, Designer and Architect.

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Metal pilasters. Onyx under window. Black glazed tile with aluminum leaf (Dutch Metal) design superimposed. W. Azu Hudson, Architect.

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Marble front, cast iron frieze over windows. Hammered brass doors. Note marble inlay of sidewalk at entrance. Fell and Paradise, Architects.

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Moulded concrete building with design over doors moulded into concrete.
C. Roderick Spencer, Architect.

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MODERN ART IN STORE FRONTS

Folio A. *Pl. 30*

Red marble base under window. Black and silver trim around door. Concrete stucco door-frame and transom frame. E. Warren Billings, Jr., Architect.

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MODERN ART IN STORE FRONTS

Cast cement blocks. Black polished slate under windows with design etched in. Cast cement frieze under second story windows. Wrought iron grill over windows.
R. M. Finlayson, Architect.

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MODERN ART IN STORE FRONTS

Dark green and brown stucco building. Green wave effect along roof. Easton and Nesser, Architects.

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Modern Art in Store Fronts

Folio A. *Pl. 33*

Tan marble to windows and up either side with white marble close to windows. Silvered stucco design across top and around window frames. Neon lettering.
C. F. Plumer, Architect.

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Building of hollow cement blocks. Design in molded cement over doors. Aluminum trim around windows and doors. Tan awnings. Black marble base. Neon and flood lights in colors. Morgan, Walls and Clements, Designers and Architects.

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MODERN ART IN STORE FRONTS

Imitation stone blocks in concrete. Design pressed concrete, painted Green and Aluminum. Aluminum design over windows. White and Nile green tile under windows.
Bert Dale, Designer and Architect.

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MODERN ART IN STORE FRONTS

Folio A. *Pl. 36*

Cement building and design. Red marble to windows and up sides. Doors Nile Green with Aluminum trim. Aluminum painted stucco blocks at top of building. R. M. Finlayson, Architect.

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